



SPREADING THE MESSAGE - Malakai

PRIMARY CARE PARTNERSHIPS

A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

NOVEMBER 2019





PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

A POTENT DROP OF PREVENTION FUNDING IN THE VICTORIAN HEALTH CARE BUDGET

1. PURPOSE

The purpose of this paper is to demonstrate the positive impact of the Primary Care Partnership program in contributing to the health and prosperity of the G21 region.

The paper reinforces the critical role of G21 - Geelong Region Alliance, in facilitating, enabling, integrating and authorising the work of the Primary Care Partnership through the G21 Health & Wellbeing Pillar.

2. INTRODUCTION

G21 understands that the State Department of Health and Human Services (DHHS) has commissioned KPMG to undertake a review of the Primary Care Partnership (PCP) program.

The scope of the project is to:

- Review the function and impacts of the PCP Program model in Victoria;
- Explore the effectiveness of the PCP Program in a contemporary primary care landscape; and
- Capture the learnings from the PCP Program to date.

G21 appreciates the opportunity provided by KPMG to present this submission and provide a set of case studies and links to key documents that clearly demonstrate the effectiveness and impact of the PCP program in contributing to the health and wellbeing and prosperity of communities in the G21 region.

This paper achieves this by:

- Providing key information about G21 - its longevity, governance, planning pillars and connections to both state and national governments and most importantly, its underpinning strengths;
- Presenting a set of case studies that span different approaches, targets and outcomes; and
- Reflecting on the level of regional funding and latent opportunities that this presents.

Note: For the Primary Care Partnership Executive Terms of Reference, please see Appendix page 9.

PRIMARY CARE PARTNERSHIPS -
A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

3. G21 - AN EXEMPLAR IN INTEGRATED REGIONAL
PLANNING AND DEVELOPMENT

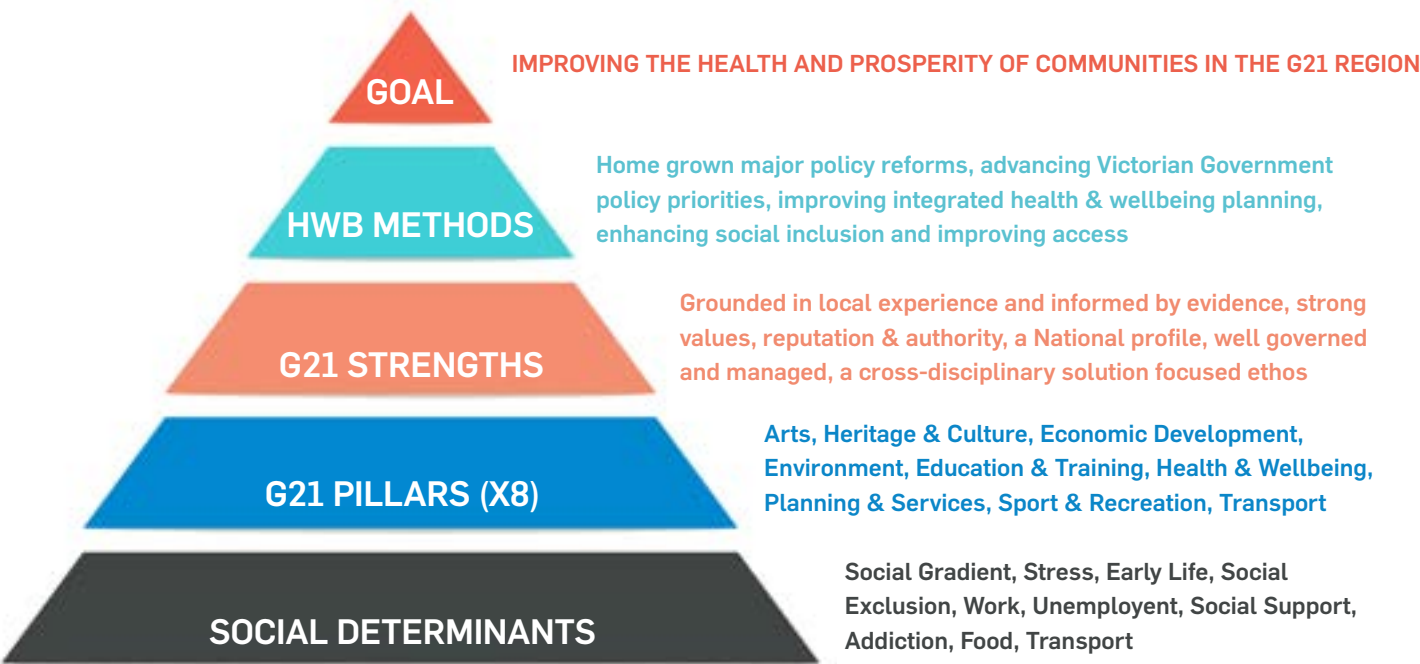
The G21 - Geelong Region Alliance (G21) was established in 2002 by five Geelong region municipalities (Geelong, Queenscliffe, Surf Coast, Golden Plains and Colac Otway) with the support of the Victorian Government and a wide range of local organisations. Membership now spans all three levels of government, non-government organisations, businesses and community groups.

Under G21 we have brought together our region’s leaders to develop a regional plan, determine regional priority projects and advocate for their implementation. We represent the voice of the G21 region and have a formal role in advising the State and Federal Governments on regional issues and priorities.

G21 is a Company Limited by Guarantee and has a fifteen member board which oversights its strategic direction. Board members typically include the mayors and CEOs of each of our five municipalities plus five independent directors elected from our two hundred member companies.

A community driven organisation, we have over three hundred professional volunteers who donate their time and expertise across our eight “Pillar Groups” - Arts, Heritage and Culture, Education and Training, Economic Development, Environment, Health and Wellbeing, Planning and Services, Sport and Recreation and Transport.

Figure 1. G21 Health & Wellbeing approach to improving the health and prosperity of communities in the G21 region



PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

STRENGTH: WELL GOVERNED & MANAGED

G21 has a highly experienced and skilled Board and management that results in good governance, role clarity, high quality strategic planning and efficient use of resources.

STRENGTH: A CROSS-DISCIPLINARY SOLUTION FOCUSED ETHOS

G21's cross disciplinary region-wide participation has developed and imbedded a 'solution- focused ethos' to complex issues.

STRENGTH: STRONG VALUES, REPUTATION & AUTHORITY

G21's organisational values and regional reputation and authority attracts public interest, generates robust partnerships and rallies member and stakeholder investment (in the form of knowledge, experience and funding) in priority projects.

STRENGTH: A NATIONAL PROFILE

G21's national profile and standing translates into a capacity to influence (inform, guide and where warranted challenge) the policy priorities of state and national governments.

4. APPROACHES TO HEALTH & WELLBEING POLICY, PLANNING AND PRACTICE REFORMS

The G21 governance, membership and pillar structure creates an ideal platform for a whole of life and whole of community approach to planning and action that fits perfectly with the 'social determinants of health' framework. In this context, the planning and program initiatives of the G21 Health and Wellbeing Pillar (and at times the work of other G21 Pillars and the G21 Board) is for all intents and purposes, the work of the G21 PCP.

The nature of the G21 PCP work is informed by a health and wellbeing lens and reflected in the work of G21 pillars that traverse much of the territory framed by the 'social determinants of health'. The impressive scope and impact of G21's health and wellbeing activity is best illustrated through a set of G21 case studies. The case studies span four different and complementary approaches to achieving policy, program and practice reform as described below.

4.1 HOME GROWN MAJOR POLICY REFORMS

These initiatives were born and raised through a G21 Pillar and developed to have a significant influence on national or Victorian government policy reforms.

Case Study examples as attached include:

- G21 Region Opportunities for Work
- G21 Review of the National Disability Insurance Scheme Barwon region trial

4.2 ADVANCING VICTORIAN GOVERNMENT POLICY PRIORITIES

These initiatives are directly informed by State Government policy and span various arenas from healthy eating and active living to people's access to public transport, through to educational attainment.

Case Study examples as attached include:

- G21 Healthy Eating, Active Living
- G21 Public Transport Strategy

4.3 IMPROVING INTEGRATED HEALTH & WELLBEING PLANNING

These approaches seek to spark conversations and create fertile ground for new initiatives. Ultimately, they are designed to advance inter-disciplinary cross pillar planning and shared agendas and common approaches between agencies across the region.

Case Study examples as attached include:

- Facilitating regional conversations
- G21 Regional Profile
- Growing Up in G21

4.4 ENHANCING SOCIAL INCLUSION AND IMPROVING ACCESS

These pilot projects are grounded in the experience of specific populations and or places. They are designed to achieve a meaningful, predictable and sustainable change to people's experience of health and wellbeing services.

Case Study examples as attached include:

- Spreading the Message - Aboriginal Reconciliation
- Refugees' experience of health services

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

5. THE G21 PCP IS A POTENT 'DROP IN THE OCEAN' OF HEALTH SERVICES FUNDING

The case studies underscore the importance of the PCP program and how this 'small drop in the ocean' of health funding directed to health prevention, makes such a positive contribution to improving the health and wellbeing and prosperity of the G21 region.

For a brief moment, it is worth reflecting on the scale of the Victorian Government's 2018/19 contribution to health prevention in the G21 region, expressed in terms of health prevention funding via the Primary Care Partnership (PCP) program and the Integrated Health Promotion (IHP) program as against the 2018/19 operating budget of the five agencies that receive these health prevention funds. (See Table 1 below)

While the funding allocated to health prevention is minute the work of G21, in facilitating, enabling and authorising collaborative efforts to improve the health and wellbeing of the G21 region, is clearly evident in the presented case studies.

There are many more latent opportunities that can be achieved through the continuation and further integration of the G21 PCP. This health prevention funding has the potential to achieve many more critical outcomes. These can be categorised into two broad themes.

5.1 ADVANCING THE CROSS-PILLAR PLANNING ACTIVITIES THROUGH:

- Working with the G21 Education & Training Pillar to improve educational attainment;
- Working with the G21 Sport & Recreation Pillar to improve the levels of participation in physical activity;

- Working with both the G21 Sport & Recreation Pillar and the Arts & Culture Pillar to increase the level of social inclusion in and access to local clubs and social activities; and
- Working with the G21 Planning Pillar and G21 Economic Development Pillar to achieve greater investment in, and improved models and levels of public and social housing.

5.2 ENHANCING THE LEVEL OF INTEGRATION AND COLLABORATION BETWEEN AGENCIES THROUGH:

- Increasing coordination and improving the effectiveness of agencies responding to the risks of climate change;
- Coordinating the efforts of state and community agencies in reaching and implementing agreed priorities in key areas of disadvantage; and
- Planning for shared priorities across the G21 Primary Care Partnership, the Integrated Health Promotion program and Council's Municipal Public Health and Wellbeing activities.

Importantly, some of these latent opportunities are currently limited by the very nature of the structures and positioning of prevention funding as a very marginal program in a government agency fixated on tertiary health service provision.

It would be interesting to explore how the program outcomes related to PCP and IHP programs could be further advanced if these health prevention funds were authorised in an agency where prevention was their core business.

TABLE 1. CURRENT G21 REGION HEALTH PREVENTION INVESTMENT (2018/19)

Agency	Prevention	Operating Budget	Proportion
	\$	\$	%
G21 (PCP)	416,000	1,100,000	37.82
Barwon Health (IHP)	1,100,000	760,000,000	0.14
Bellarine Community Health (IHP)	714,000	11,800,000	6.05
Colac Area Health (IHP)	200,000	40,000,000	0.5
Golden Plains Shire (IHP)	415,000	44,633,000	0.93
TOTAL	2,845,000	857,533,000	0.33

BELONGING AND CONNECTING

NAME: TOM

AGE: 22

*"A doctor
told me I
shouldn't
be here..."*



6. CONCLUSION

This paper was designed to provide information that:

- Explains G21 and its PCP related activities;
- Underlines the strengths of G21 PCP; and
- Presents case studies that describe nature and impact of the G21 PCP;
- Explores the latent opportunities to further advance this work.

G21 and its member agencies are well positioned to provide any additional information as needed or requested.

G21 is thankful for the opportunity to present this information.

Elaine Carbines
CEO, G21

David Meade
Chair, G21 Health & Wellbeing

TERMS OF REFERENCE (2018-21)

PRIMARY CARE PARTNERSHIP EXECUTIVE THROUGH THE G21 HEALTH & WELLBEING PILLAR

VISION

Our vision is to provide a prevention platform for better health and well-being outcomes in the G21 region.

OUR DOMAINS ARE

- **Enabling Healthier Lifestyles**
 - Support, encourage and promote opportunities for increased physical activity within the G21 region
 - Support, encourage and promote opportunities for improved healthier eating within the G21 region (HEAL).
- **Preventing Violence Against Women**
 - Foster a culture of change in attitudes, behaviours, social norms and practices that promote gender equity and the prevention of violence against women and children.
- **Improving Mental Health and Wellbeing -**
Enhance social and emotional well-being through the promotion of:
 - Social inclusion and participation
 - Connection to culture and identity
 - Acceptance of diversity
 - Addressing disadvantage to build a resilient and connected community.

OUR APPROACHES ARE

- Building capacity and leadership through
 - Applying a systems thinking approach
 - Embedding health equity
 - Using elements of collective impact
 - Nurturing a culture of reflection, learning and innovation
 - Incorporating monitoring and evaluation practices
 - Utilising evidence-based practice.
- Communication and engagement through
 - Ensuring cross-sector engagement
 - Ensuring community engagement
 - Providing a continuous communication platform.

OUR EXECUTIVE MEMBERS ARE FROM THE FOLLOWING CATEGORIES

- Local Government (2) - represented by City of Greater Geelong and Golden Plains Shire
- G21 Board (1) - Board Liaison
- Health Organisations (4) - represented by Barwon Health, Bellarine Community Health, Colac Area Health, Women's Health Barwon South West
- Community Organisations (4) - represented by Barwon Child Youth and Family, Diversitat and Leisure Networks; one vacancy
- Service Organisations (1) - represented by Barwon Water
- G21 is the auspice agency and represented by the CEO and Health and Wellbeing Director.

The Executive Chair and Deputy Chair are selected from the Executive members for a term of 1 year determined at the first meeting after the end of financial year. (July)

The Executive membership represents agencies across the three domains; the domains and membership will be reviewed 6 months before the end of the 3 year Strategic Plan. (December)

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

OUR ROLE IS TO

- Provide an authorising environment for work under the three domains
- Provide support and direction to the Director of Health and Wellbeing
- Monitor implementation of the Primary Care Partnership Strategic Plan 2018 - 2021
- Provide regular updates to the Department of Health and Human Services (DHHS)
- Provide an annual report to DHHS as required
- Provide reports to the G21 Board.

OUR MEETINGS

- Meetings are held bi-monthly on the first Wednesday of the month
- Attendance by Skype is available
- Members will commit to attending all executive meetings
- Members will participate in constructive, respectful communication
- Members will participate in transparent decision making.

HOW EXECUTIVE MEMBERS ARE SELECTED

- Members of the Executive are selected from the 5 areas of Local Government (2), Health Organisations (4), G21 Board (1), Community Organisations (4) Service Organisations (1).
- The G21 CEO will inform organisations across the 5 categories of Executive membership and ask for nominations. The G21 CEO will determine final representation.
- The G21 CEO is a member of the Executive.
- Membership of the Executive aligns with the term of the Strategic Plan 2018 - 2021

- Membership will be reviewed in the final year of the Strategic Plan (2020)
- Oversight of membership is the responsibility of the G21 CEO
- If a vacancy occurs in a category the Executive will determine a selection process that meets expectations of the role based on agreed domains of work
- The Executive will appoint a Chair and Deputy Chair
- The Executive can co-opt a member for a definitive period
- A meeting quorum will comprise half members plus 1. A quorum does not include the Health and Wellbeing Director or DHHS representatives.

OUR MEETING PAPERS AND MINUTES

- The G21 Health and Wellbeing Director will co-ordinate the preparation of meeting minutes, agendas and papers for the Executive
- The Director will liaise with the Chair to determine accuracy of minutes and to prepare agendas
- The minutes of meetings will be distributed 2 weeks prior to the meeting and the agenda papers will be distributed 1 week prior to the meeting.

OTHER MATTERS

- Should a dispute arise the G21 CEO will investigate and provide direction to the Executive. In serious matters the G21 CEO will advise the G21 Board.
- If relevant, members of the Executive will disclose any interest they have in a matter under consideration or for decision. An acknowledgement of pecuniary interest is to be provided at the commencement of an Executive Meeting, the interest will be recorded. The Chair will decide whether the member should be excused from the meeting.
- DHHS representatives are invited to attend meetings.

APPENDIX



GROW
Joel in action at Corio Waste Management

CASE STUDY: G21 REGION OPPORTUNITIES FOR WORK (GROW)

DESCRIPTION

G21 Region Opportunities for Work (GROW) aims to address joblessness in specific locations in the G21 region where there is clear evidence of entrenched disadvantage. GROW utilises an innovative 'Collective Impact' framework to facilitate and guide many stakeholders' efforts working together to create and target new 'jobs' and investment opportunities to tackle the known correlation between unemployment, disadvantage and place.

SCOPE

GROW is a joint regional initiative of G21 - Geelong Region Alliance and the Give Where You Live Foundation. The GROW initiative has demonstrated that innovative, collaborative and evidence-based approaches can be effective in tackling entrenched regional social and economic disadvantage that stems from joblessness.

GROW also recognises that by aligning the capacity of the region with the governance leadership of Give Where You Live and the cross-sector capabilities, profile and partnerships of G21, the region can positively impact on place-based disadvantage and improve the economic and social prosperity of the whole G21 region.

The G21 regional data analysis shows that disadvantage in specific locations in the G21 region is getting worse, not better. The GROW strategy includes a set of key actions designed to generate a whole of region response to addressing disadvantage through shifting procurement practice, increasing local investment and increasing local employment and targeting new jobs in specific locations.

CONTEXT

The G21 region is diverse and innovative, offering many opportunities for families, business and communities. However, pockets of disadvantage have persisted across the region over time, despite both government and community interventions. One of the consistent features of disadvantage in this region and in Australia more generally, is

joblessness. There is a significant overlap between disadvantage and unemployment; and between disadvantage and lower levels of education and low-skilled occupations.

Persistent locational disadvantage is a complex problem. The issues are often multi-causal, multi-sectoral, involving a myriad of stakeholders and enmeshed dimensions. There are no singular, silver-bullet answers. Addressing disadvantage takes time,

resourcing and cross-sectoral engagement. It requires a systems perspective, and the willingness to learn through action as the starting point for improving outcomes.

In the G21 region while there was already much happening at a service level that was focussed on addressing disadvantage, gaps remained in service delivery and in structural responses. There were also opportunities to leverage greater outcomes from existing work and generate new approaches.

G21 Region Opportunities for Work (GROW) has now emerged as a truly innovative systemic approach to addressing place-based disadvantage over the long term.

SNAPSHOT

Year	2013-19
Key Stakeholders	Give Where You Live G21's 5 Member Councils; Colac Otway Shire, City of Greater Geelong, Golden Plains Shire, Borough of Queenscliffe & Surf Coast Shire All businesses, government departments and community agencies, particularly those with significant annual procurement Academics and research professionals / companies commissioned to guide and complement the work of GWYL and G21.
Funders	Initial funding: G21 Region Alliance Core funding: Give Where You Live Additional establishment funding: Alcoa Foundation Program development funding: Victorian Government
Auspice	Give Where You Live foundation now leads GROW
Publication	https://grow.g21.com.au/ https://www.g21.com.au/sites/default/files/resources/ad_-_ingrid_burkett_-_g21_phase_one_final_report.pdf https://grow.g21.com.au/wp-content/uploads/pdf/GROW-Strategic-Plan-final-edited.pdf
Key Contact	Bill Mithen, CEO, Give Where Your Live Foundation

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

METHODOLOGY

The 'Addressing Disadvantage in the G21 Region - Using Place-based Investment Approaches' report provided the opportunity for G21 and the Give Where You Live Foundation (GWYL) to develop an ambitious and innovative systemic regional approach to addressing disadvantage, drawing on the strengths of the region and leverage from the cross-sector capabilities and partnerships of G21 and GWYL. Four key strategies form the foundations of this place-based collective impact initiative in the G21 region:

- A regional commitment to social procurement;
- A regionally focussed place-based impact investment initiative;
- A regional body (GWYL as the lead and G21 as the key support partner) to audit, promote and broker demand-led employment focussed on the most disadvantaged areas; and
- An agreed upon system for tracking and measuring job outcomes and job sustainability in the most disadvantaged areas of the region.

Importantly, these strategies complement and amplify existing responses to disadvantage in the region and focus on the most critical pathway out of disadvantage, that is, employment.

The tracking of evidence over time and the discipline of reviewing and responding to concerning trends in disadvantage led to the G21 Board taking the following key actions:

1. Establishing the G21 Addressing Disadvantage Taskforce;
2. Developing a foundation partnership with Give Where You Live;
3. Commissioning Ingrid Birkett to produce a ground-breaking international review of place-based approaches to addressing disadvantage;
4. Again, working with Ingrid Birkett, and in collaboration with GWYL, to craft an ambitious and innovative strategy designed to address disadvantage over the long term;
5. Partnering with GWYL to create G21 Region Opportunities for Work (GROW) with GWYL taking the lead 'back-bone' governance role in leading strategy implementation;
6. Drawing on the strengths of the region and leverage from the cross-sector capabilities, profile and partnerships of G21; and
7. Working with GWYL and the G21 membership to pioneer innovative, market-based responses to disadvantage in Australia and internationally.

OUTCOMES

G21 and GWYL have commissioned research that clearly demonstrates that a change in procurement practice in the region can generate a fundamental improvement in local investment and an increase in local jobs. The high level analysis demonstrates that:

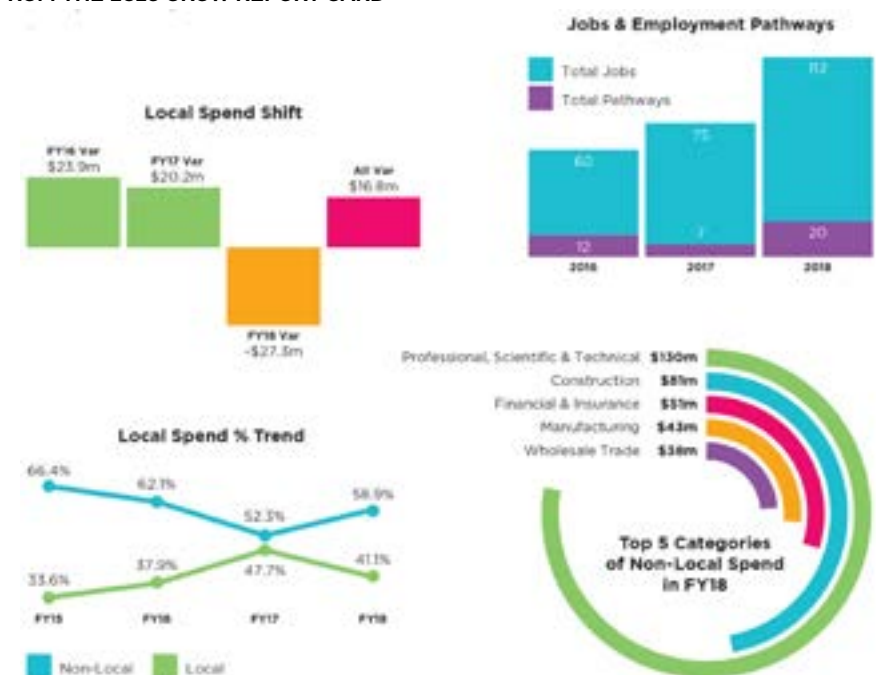
- For every additional \$1Million spent in the G21 region 8.84 jobs can be created; and
- By moving just 7% of the G21 expenditure from non-local to local suppliers the region can generate:
 - o 2,500 jobs;
 - o 500 jobs in targeted communities; and
 - o \$1Billion into the regional economy.

Implementation of the GROW Strategic Plan has resulted in the following actions and impacts:

- Regional leaders have mobilised resources to promote and participate in implementing this innovative strategic plan;
- Hundreds of individuals, businesses, community leaders and government have been engaged in GROW with 72 of the 110 'Compact Signatories' formalising changes in their procurement practices;
- G21 key advocacy with local, state and federal government;
- Social Procurement Network begins operating; and
- GROW Strategic Plan has generated jobs in targeted locations in the G21 region, specifically:
 - o 112 jobs and 20 employment pathways offered by 'Compact Signatories' to job seekers from GROW target communities (Corio, Norlane, Whittington and Colac); and
 - o A total of 247 jobs and 39 pathways over 3 years (2016-2018) as illustrated in the following graph.

The significant outcomes achieved by G21 Region Opportunities for Work has resulted in the Victorian Government applying this learning to a major State Government policy initiative now being implemented in several other regions where there is long term high rates of unemployment in specific localities. GWYL has been commissioned by the Victorian Government to provide governance and practice guidance to this statewide program. This is further testament to the systemic impact of GROW and the fundamental policy and program reform agenda of G21.

FROM THE 2019 GROW REPORT CARD





CASE STUDY: G21 RESPONSE TO THE NATIONAL DISABILITY INSURANCE SCHEME BARWON REGION PILOT

DESCRIPTION

The National Disability Insurance Scheme (NDIS) was one of the most significant national policy reforms in Australia's history. While G21 and its partner and member organisations actively supported the establishment of the NDIS at its Barwon launch site, G21 remained committed to ensure that the new service reforms were delivered in a manner that resulted in improved quality of life for and empowerment of people with disabilities. G21 worked with its partner organisations and the NDIA to examine and respond to key concerns and issues in this implementation phase.

SCOPE

G21 and its partner and member organisations actively supported the establishment of the:

- NDIS;
- Barwon area as a NDIS launch site; and
- NDIS National Office in Geelong.

That said, it was inevitable that a national reform of this scale would experience key issues related to its implementation and that these matters would directly impact on people with disabilities and their families as well as the community agencies directly impacted by these major reforms.

How these implementation issues and concerns are identified, described, analysed and synthesized into a coherent policy and practice review is always tricky and critically depends on the spirit or intent of the process and the quality of working relationships and partnerships that are involved.

In this instance G21 and its member and partner agencies and its mature and robust partnerships with other levels of government

enabled this review information to inform and shape improvements in how the new NDIS services were implemented in the Barwon region and ultimately across the nation.

The service evaluation report produced by G21 drew on feedback from disability and mental health services, mainstream health, community services and local government organisations. It did not purport to be a comprehensive review or to speak on behalf of people with disabilities regarding their individual experiences.

The report identified the many positive stories in the NDIS Barwon Trial site and also highlighted a set of issues and opportunities to learn from this and other trial sites to ensure that all people with disability could access the scheme and maximise their choice and control.

G21 formally collated the feedback and proposed scheme enhancements in the spirit of collaboration and partnership. G21 also welcomed the opportunity to discuss these issues further with the NDIA, and any other relevant partners so that all people with disabilities in the region can benefit from this significant policy reform.

CONTEXT

Each year G21 – Geelong Region Alliance (G21) identifies priority projects of significance to community and stakeholders within the region. The National Disability Insurance Scheme (NDIS) was adopted by the G21 Board as one of these priority projects.

SNAPSHOT

Year	2013-15
Approach	Home Grown Major Policy Reform
Key Stakeholders	G21 - Geelong Region Alliance Community service providers involved in provision of the breadth of services to people with disabilities including their families Health service agencies G21's 5 Member Councils: Colac Otway Shire, City of Greater Geelong, Borough of Queenscliffe & Surf Coast Shire, recognising that Golden Plains Shire was not included as one of the launch site areas.
Funders	Funded through G21
Auspice	Not applicable
Publication	Confidential formal review produced
Key Contact	Elaine Carbines , CEO, G21 Fiona Reidy (investigator and author)

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

As a result, G21 and partner and member organisations actively supported establishment of the:

- NDIS;
- Barwon area as a NDIS launch site; and
- NDIS National Office in Geelong.

Each element of this priority project was achieved by the end of 2013. G21 supported the NDIS as a new way of providing community linked and individualised support for people aged less than 65 years with permanent and significant disability, their families and carers.

The first stage of the scheme commenced for residents living in the local government areas of City of Greater Geelong, Colac-Otway Shire, Borough of Queenscliffe and Surf Coast Shire in July 2013. At the time, it was planned that by July 2016, all Barwon area residents with significant and permanent disability would be able to access the scheme with progressive roll out in Victoria by July 2019.

The G21 Health & Wellbeing Pillar's vision for the region was that residents and communities should experience the highest quality of life achievable through accessibility, participation, innovation and vibrant collaborative relationships. In this context, G21 has an ongoing interest in the NDIS' implementation and maximising the opportunities for community members with disability to exercise choice and control. We recognise that families, carers and guardians play an important role in supporting people with disability to realise their goals in conjunction with providers in the disability sector and the broader community.

As part of its ongoing relationship with member organisations, G21 was keen to monitor the NDIS and contribute to enhancing its implementation and the establishment of a robust, responsive and consistent national scheme.

METHODOLOGY:

Following establishment of the NDIS Barwon area launch site, G21 communicated its vision, member interests, role and scope of pillar activities in meetings with senior managers from the National Disability Insurance Agency (NDIA). The NDIA was informed about the range of G21 priority projects and the work of the Health & Wellbeing Pillar such as the development of a G21 Service Coordination Plan for the period 2013-17. This Plan was designed to enhance service coordination between specialist and mainstream health and community services and improve the ongoing commitment to health and community

service workforce development. G21's inception work around the G21 Opportunities for Work (GROW) project designed to address regional joblessness and create learning and employment pathways for vulnerable population groups was also described.

Late in 2013, a number of member organisations requested that G21 follow up disability and mental health partners to identify key issues and concerns in the Barwon trial site with a view to strengthening outcomes for people with disability. This request was accepted in the spirit of an ongoing and constructive dialogue with the NDIA and the aim of enhancing this well-supported Government reform.

G21 conducted individual interviews with 15 disability and mental health services in February 2014 to gain insight into the first 6 months of the NDIS trial implementation. In

addition to these individual interviews, the G21 Health and Wellbeing Pillar hosted a forum for senior managers from mainstream health, community services and local government organisations also involved in the Barwon Trial site.

All participants were asked to identify positive aspects of the NDIS' implementation as well as challenges and options for enhancing both the Barwon trial and roll out of the full scheme.

The feedback provided by disability, mental health, health, community services and local government organisations in February 2014 highlighted where action could be taken to enhance the NDIS' outcomes for people with disabilities, and particularly those whose impairment types, complexity and characteristics could create increased access barriers.

OUTCOMES

This case study points to how the G21 governance and pillar and membership structure allowed the gathering of well-considered information and evaluation based on the direct experience of people with disabilities and their families from the perspective of health and community service agencies.

G21 and its member agencies approached this review in a spirit of collaboration underpinned by its obligation to enhancing the lives of people with disabilities and their families. G21 was also committed to building its working relationship and partnership with other levels of government as a critical element in the foundation of a robust and responsive NDIS.

The formal review conducted by G21 elicited the following themes from regional organisations involved in the NDIS Barwon trial cluster:

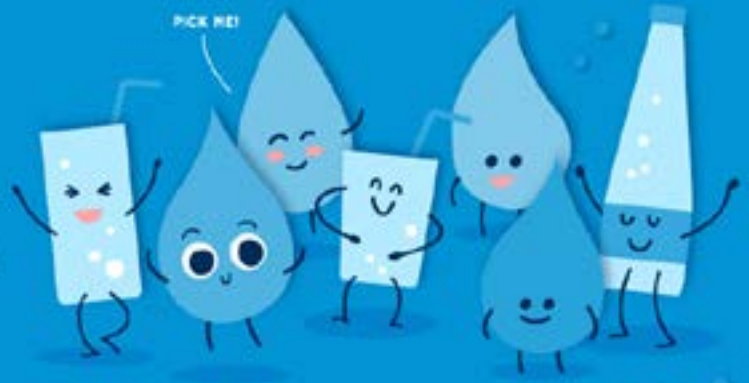
Issue Category	Specific Matter
Transitional issues	Policy, procedure and practice implementation Plan development Employment programs Accommodation program
Communication issues	Client communication Provider communication
Advocacy and review issues	Independent advocacy mechanisms Independent review mechanisms Independent complaints and quality system
Workforce and industry development issues	Current workforce Future workforce Industry development
Finance issues	Various transaction matters

The detailed report was framed around the set of issues outlined above was presented by G21 to the NDIA senior management team and to the Federal Minister responsible for the implementation of the NDIS. As mentioned, this was undertaken in a strong spirit of collaboration with a goal to improve the quality of service outcomes.

This review report was accepted and positively acknowledged in the same vein of cooperation and partnership and resulted in an ongoing structure and process of local and regional feedback and review meetings between the NDIA and G21 and its member agencies.

APPENDIX

CHOOSE
WATER
THIS
SUMMER



HEALTHY EATING & ACTIVE LIVING
#ChoosewaterthisSummer campaign

CASE STUDY: HEALTHY EATING, ACTIVE LIVING (HEAL)

DESCRIPTION

The Healthier Eating and Active Living (HEAL) collaborative works across multiple social and systems levels to address barriers and enablers in order to improve health and wellbeing.

There are seven focus areas; reducing the consumption of sugar sweetened beverages, increasing water consumption, increasing vegetable consumption, increasing physical activity and healthy food and drink in children's settings, increasing active travel, increasing incidental activity and increasing physical activity for girls and women aged 12-24yrs.

This is an agreed priority across all five municipalities to focus collective effort to achieve measurable health and wellbeing outcomes with community.

- Culture of action – experimentation and permission to fail
- Place based approach
- Play to our strengths
- Meaningful community engagement for those most affected.

All five Councils identified Healthy Eating, Active Living as a priority in their Municipal Public Health and Wellbeing Plans and all funded agencies signed up to the collective.

CONTEXT

There are several dynamics that informed this initiative, including:

The State Government funded Healthy Together Geelong initiative – a systems based approach to organisational and community change based in the City of Greater Geelong and actively involving Barwon Health. The project targeted specific communities and extended over the period from 2012 to 2016. Despite very positive progress and impact,

the State funding was withdrawn.

Despite this there was a strong commitment in the G21 region to keep key elements of, and learning from, the Healthy Together Geelong program alive. A number of agencies in the region, including the City of Greater Geelong, Barwon Health and Bellarine Community Health endeavoured to maintain practice consistent with the key learning from this pilot program.

The State Health and Wellbeing Plan 2015 – 2019 and the Municipal Public Health and Wellbeing Plans 2016 – 2020 provided another important point of reference and impetus for increasing active living and healthy eating.

METHODOLOGY

The G21 Health & Wellbeing Pillar drew on the expertise of Deakin University to assist in shaping and advancing its efforts in relation to Healthy Eating and Active Living.

SCOPE

Between September and November 2016, the G21 Health and Wellbeing Pillar co-ordinated two workshops with senior staff from the agencies that were funded by the Department of Health and Human Services that worked in the area of health prevention. The impetus behind this initiative was to better align the efforts of these agencies with the Victorian Public Health and Wellbeing Plan 2015 – 2019. This resulted in the G21 region Healthy Eating Active Living project being established as a regional priority.

A set of agreed principle was established to guide work:

- Joined up action
- Social justice/equity
- Informed but not constrained by strategy and evidence

SNAPSHOT

Year	2016-19
Approach	Advancing Victorian Government policy priorities
Key Stakeholders	G21's 5 Member Councils; Colac Otway Shire, City of Greater Geelong, Golden Plains Shire, Borough of Queenscliffe & Surf Coast Shire Health services including Barwon Health, Bellarine Community Health, Colac Area Health and Hesse Rural Health Community Organisations including Women's Health and Wellbeing Barwon South West, Diversitat, Barwon Child Youth and Family, Leisure Networks, Geelong Cats, Wathaurong, Neighbourhood Houses Network.
Funders	Primary Care Partnership, Integrated Health Promotion funded agencies, local government, other related funded programs
Publication	Not applicable
Key Contact	Director, Health & Wellbeing, G21

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

During 2017 a series of workshops were conducted by the G21 Health & Wellbeing Pillar to frame and produce the content of a regional Healthy Eating Active Living Action Plan. An activity mapping workshop, facilitated by Deakin University, helped gain an understanding of the connections, gaps, enablers and barriers surrounding healthier eating and active living across the community.

Workforce or professional development sessions were undertaken to build regional capacity and understanding of the application of 'collective impact' and 'systems thinking' approaches to the arena of 'Healthy Eating and Active Living'. All partners agreed that the following enabling factors needed to occur concurrently to enable success:

- Community engagement;
- Workforce development;
- Public communications strategies;
- Developing a process for applying an equity approach;
- Developing a process for applying consistent health literacy; and
- Regional advocacy.

The initial focus of work, in 2017, was focused on four 'Healthy Eating' strategies designed to:

- Increase vegetable consumption;
- Increase water consumption;
- Decrease consumption of sweetened beverages; and
- Increase healthy food and drink in children's setting.

In 2018, three additional strategies were included in relation to 'Active Living' that aimed to:

- Increase active travel;
- Increase incidental activity; and
- Increase physical activity for girls and women aged 12 – 24.

The data that informed these decisions was gathered from the Healthy Together Geelong program evaluation.

Working groups were formed around each area of activity with the increase water consumption and decrease sweetened beverages established as one group.

OUTCOMES

All six working groups have taken on major projects focused on achieving positive change in the following areas:

- Local government statutory planning functions;
- Influencing sport and recreation settings;
- Targeting education specialists;
- The Geelong Football Club; and
- Barwon Water.

Through the Achievement Program (Cancer Council of Victoria) the number of schools who have achieved accreditation has increased by 30% in the past 18 months. There has been a concentrated effort to assist schools from areas of community disadvantage to meet the requirements of accreditation.

With Leisure Networks and the Sport and Recreation Pillar the "This Girl Can" program has now been rolled out across all 5 municipalities and a second round application has been submitted.

The Geelong Cats programs are now recognised by CCV.

Home and Community Care Workers from 3 municipalities have undergone training that enables them to improve clients' physical activity and healthy eating.

The work is now at a point where regional evaluation is possible. An evaluation framework has been developed with a set of evaluation questions and indicators that will allow tracking over time. Deakin University has been an important constant partner, providing further theoretical and research and evaluation expertise. Deakin is putting together a framework that will generate an assessment of reach and impact.

GEELONGADVERTISER.COM.AU SATURDAY SEPTEMBER 28 2019

Pool dunks the junk



In the Surf Coast Shire, only 7.1 per cent met vegetable consumption guidelines and 64 per cent met fruit consumption guidelines.

But 30.2 per cent consumed sugar-sweetened beverages daily, once or several times a week.

The council suggested sports clubs were the "ideal environment" to promote health, given that 41.2 per cent of Surf Coast Shire residents belonged to sports clubs, which is much higher than the 25.7 per cent Victorian average.

Surf Coast Shire Council is leading the kiosk project as part of its Healthy Eating and Active Living Action Plan 2018-21.



CASE STUDY: G21 PUBLIC TRANSPORT STRATEGY

DESCRIPTION

The G21 Region Public Transport Strategy effectively plans and responds to public transport opportunities and challenges facing the G21 region.

The project's aim is to help increase public transport use across the G21 region, help reduce traffic congestion and social isolation and improve the environment.

This is an agreed priority across all five municipalities to focus collective effort to achieve measurable health and wellbeing outcomes with community.

SCOPE

The G21 Region Public Transport Strategy has the goal of increasing utilisation of public transport, and in turn:

- Reducing traffic congestion
- Improving the environment; and
- Overcoming social isolation.

This project utilised a number of complementary methods and from this process, the G21 region established four strategic objectives for public transport:

1. Access for All - the G21 region must advocate for a base level of service to be available to everyone across the region, and that all services should be accessible to potential users.
2. A well-connected region - the G21 region should seek a public transport network that will serve the need for access to and between the region's centres.
3. Urban public transport for an urban centre - the G21 region supports developing a 'go anywhere' public

transport network in Geelong by reshaping and simplifying the current network.

4. Improving information, planning and partnerships - the G21 region will take a leadership role in finding new ways to implement better public transport, sooner.

CONTEXT

The G21 region is steadily growing. There will be more people living, working and visiting the region over the next 40 years.

The region has significant assets on which to build a robust and resilient economy and to accommodate this growth without negative impacts on its identity.

The challenge is to evolve as a self-sustaining region that uses existing infrastructure and land more efficiently.

Key strategic drivers in the region are:

- Planning for employment growth along with population growth, including strengthening existing employment nodes and identifying new areas for employment;
- Acknowledging the key role that Geelong and the G21 region play in relation to Melbourne while preserving Geelong's identity as a separate settlement to Melbourne;
- Public transport has an important role in providing access to education, particularly for secondary school students;

SNAPSHOT

Year

First strategy: 2008
Second strategy: 2014

Approach

Advancing Victorian Government policy priorities

Key Stakeholders

G21's 5 Member Councils; Colac Otway Shire, City of Greater Geelong, Golden Plains Shire, Borough of Queenscliff & Surf Coast Shire
State Government Department of Transport
Private companies providing bus transport services
State and regional public transport advocacy agencies
Health services including Barwon Health, Bellarine Community Health, Colac Area Health and Hesse Rural Health.
Various Community Organisations.

Funders

State Government Department of Transport
G21's 5 Member Councils
G21 Geelong Region Alliance

Publication

https://www.g21.com.au/sites/default/files/resources/g21_public_transport_strategy_2014.pdf

Key Contact

Director, Health & Wellbeing, G21

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

- Public transport has a high share of commuter traffic between the region and central Melbourne; and
- There is a strategic opportunity to focus on attracting a higher share of trips within the G21 region on public transport.

This strategy recognises the key role of public transport in enabling people and communities to access education, employment and services, engage in leisure and the visitor economy and reduce the impact of congestion and positively contribute to the environment.

METHODOLOGY

The G21 Public Transport Strategy was developed in close collaboration with G21 region stakeholders and the G21 region community.

Following a review of the G21 Integrated Public Transport Strategy, produced in 2008, and current policy, the community was consulted about different ways to develop public transport in the G21 region.

From this consultation, strategic objectives were developed that reflect the different needs of communities across the G21 region.

A series of actions to be delivered within a four year timeframe to progress the strategic objectives were detailed in the Action Plan section of the strategy.

The strategy's objectives were developed through four related programs of stakeholder and community engagement that included:

- A stakeholder engagement workshop was held with stakeholders from across the region who had a direct interest in the strategy.
- Community forums were held in each local government area with an audience selected and invited from the community. Approximately one third of participants were local stakeholders; one third were specifically invited on the basis that they were part of social groups who usually did not attend

forums (for example, students); and one-third responded to advertising and information about the forums.

- The G21 website provided a discussion forum, survey and background information on the strategy, and provided another forum to explore the key strategic questions asked at the stakeholder engagement workshop and community forums.
- A G21 Public Transport Summit brought together participants from the stakeholder engagement workshop, community forums and website as well as other members of the G21 region. It tested the strategic objectives and action plan presented in this strategy through interactive voting technology.

OUTCOMES

The G21 Public Transport Strategy included a detailed action plan for central Geelong as the hub for regional transport services as well as an Action Plan for each of the five municipal areas.

The strategy clearly describes G21 region's aspirations about how the G21 region, Public Transport Victoria (PTV) and other stakeholders can collaborate to develop the public transport network over time as PTV prepares more detailed strategies and plans, and outlines the G21 region's priorities that it will advocate for.



APPENDIX



INCLUSIVE PRACTICE FORUM
Panel discussion

CASE STUDY: FACILITATING REGIONAL CONVERSATIONS

DESCRIPTION

G21 conducts a set of key opportunities for regional conversations designed to facilitate integrated planning between agencies and across professional disciplines throughout the region. These 'conversations' take many forms, primarily:

- The annual Regional Stakeholder Forum;
- Occasional Big Ideas forum; and
- Bi-monthly Roundtables.

SCOPE

G21 is formally recognised as the representative regional body for the five municipalities of Colac Otway Shire, City of Greater Geelong, Golden Plains Shire, Borough of Queenscliff, and Surf Coast Shire.

G21 understands the need for a range of opportunities to hear, discuss and take action on issues that affect the many communities that make up the region. These opportunities range in size, but in all cases there is a level of engagement and interaction that has lasting impressions and impacts.

CONTEXT

The G21 Regional Stakeholder Forum has become the most recognised and attended event on the calendar of events schedule.

Over 300 people each year attend to hear from politicians, expert commentators, and local leaders discussing local issues. While the forum attracts people from business and community organisations there are many individuals who attend in order to hear from leaders and to ask questions that affect their lives.

The G21 Health and Wellbeing Pillar holds occasional 'Big Ideas' forums framed on key components of the social determinants of health.

In recent years, the topics or 'Big Ideas' have included:

- Inclusive Practice – over 180 people attended this forum to hear from Rowena Allen (Victorian Gender and Sexuality Commissioner); to learn about inclusive practices for Aboriginal and Torres Strait Islander communities, refugees and asylum seekers, and people living with disability.
- Together Against Family Violence Forum – 150 people attended to understand the preventative measures a community can and must take to address violence against women and children.

- Understanding your own bias – a forum G21 partnered with Deakin University and Women's Health and Wellbeing with Dr Jen Whelan. 85 people attended, with a high participation of local government Councillors.
- Smoking Cessation – a series of sessions with Dr Sarah White from QUIT. These sessions were a partnership between G21 and Barwon Health and aimed to give people and workplaces the tools to undertake more planned approaches to creating smoke free environments as well as supports to people wanting to stop smoking.

The G21 Health and Wellbeing Pillar also facilitates bi-monthly 'Roundtable' events that allow for more in-depth discussion and problem solving.

SNAPSHOT	
Year	2008-19
Approach	Improving Integrated Health & Wellbeing planning
Key Stakeholders	G21 HWB Pillar Executive PCP working group members Broader G21 membership G21 community members
Funders	Member organisations PCP funding In kind support Ticket sales
Publication	https://www.g21.com.au/sites/default/files/resources/2019_g21_forum_program_website.pdf https://www.g21.com.au/sites/default/files/resources/r2r_nov19_web.pdf
Key Contact	Director, Health & Wellbeing, G21

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

Examples include:

- Understanding Disadvantage – a discussion led by Emma King, VCOS CEO;
- Barriers to Physical Activity – a discussion led by Active Geelong, Geelong Cats and the Geelong Y;
- Partnerships in Colac – a discussion led by Colac Area Health and Colac Otway Shire.

OUTCOMES

Regional conversations are often a key building block to progressing integrated planning and or kindling other specific initiatives that progress to improving health and wellbeing in the region. This is an important element of the work of G21 and often provides the G21 leadership with concrete evidence of the level of community and member support for investing in planning in response to a specific issue.

Partnerships are a key ingredient of the work of the G21 Health and Wellbeing Pillar. Recognising and celebrating work enriches the collective approach to prevention work. As evidenced through all the case studies local experiences and regional conversations have often been the precursor to significant policy and practice developments.



INCLUSIVE PRACTICE FORUM
Elaine Carbines, Ro Allen, Bill Mithen, Janice Lane



BUILDING AN INCLUSIVE WORKFORCE FORUM
Dr Jen Whelan



CASE STUDY: THE G21 REGION PROFILE

DESCRIPTION

The G21 Region Profile 2019 provides an evidence-based resource for planning, priority project identification and implementation, and advocacy for regional growth, health and wellbeing in the G21 region. It aims to provide stakeholders with an understanding of the region's challenges and opportunities across a host of social, economic, environmental and cultural domains.

SCOPE

The G21 Region Profile 2019 presents an update of the previous G21 Region Profile prepared in 2014.

The G21 region comprises five local government areas (LGAs): Colac Otway, Golden Plains, Greater Geelong, Queenscliffe and Surf Coast. The profile largely presents key region-level data and analysis, however reference to localised characteristics is also made where applicable or in circumstances where regional level data is not available.

Individual profiles for each of the G21 LGAs have also been prepared to enable a more detailed examination of local area information.

A broad range of region-level demographic, socio-economic, health, community, environmental and economic data is presented in the profile, including updated data that is relevant to many aspects of the key G21 planning documents, particularly the current Geelong Region Plan which has planning horizons to 2050, the G21 Regional Growth Plan and the G21 Economic Development Strategy.

While there are considerable interconnections between each data domain, the profile has been arranged into five key sections:

- **Place:** a broad description of the physical assets of the region, including information about the region's housing, facilities and services;
- **People:** - demographic information about the current population and examines population change and projections. It also includes information about the population's socio-economic status, income, education, employment, and health and wellbeing status;
- **Economy:** information about industries of employment and trends in this area, labour force characteristics, Gross Regional Product and identifies emerging industries and priority projects;

- **Environment:** information about natural environmental features, climate, water and climate change; and
- **Culture:** information about participation in and attendance at cultural offerings and examines the emerging role of the creative industries in the region.

CONTEXT

The G21 region is growing fast. Sections of the region are among the fastest growing in the state.

The region has a population of more than 332,000, which is projected to increase to more than 500,000 by 2050.

Innovation and entrepreneurial enthusiasm are thriving in the G21 region.

A vibrant, more economically agile Geelong and G21 region is emerging.

SNAPSHOT

Year	2019
Key Stakeholders	G21's 5 Member Councils; Colac Otway Shire, City of Greater Geelong, Golden Plains Shire, Borough of Queenscliffe & Surf Coast Shire Health and community service providers Agencies and professionals spanning all sectors and industries including health and wellbeing, economic development, the environment, sport, transport, strategic land use planning, transport and arts and culture.
Funders	The Geelong Region Alliance funded the G21 Region Profile primarily through the five member Councils.
Auspice	Not applicable
Publication	https://www.g21.com.au/sites/default/files/resources/g21_region_profile_web.pdf
Key Contact	Elaine Carbines, CEO, G21

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

Community leaders and entrepreneurs across the G21 region have been moving in exciting new directions and with impressive outcomes.

The region's new economy is building around education, health, scientific research, advanced manufacturing (i.e. composite fibre), specialised agribusiness, specialist insurance services, information technology, creative industries, tourism and service industries.

However, the region is not without its challenges. Unemployment in the region is currently higher than both the state and national averages.

More importantly, a careful examination shows significant pockets of very high unemployment and entrenched disadvantage in parts of the region.

The G21 region cannot afford to move forward economically without also addressing wellbeing issues associated with social disadvantage and poor health outcomes.

Importantly the G21 Region Profile provides a includes hundreds of data tables and graphs which are used to identify where future investment should occur.

G21 and member councils then use it as an aid to planning the region's future and advocating on behalf of the region to government.

METHODOLOGY

G21 - Geelong Region Alliance commissions the production of a G21 Region Profile approximately every 5 years. This is usually undertaken in the period following the release of the Census. The G21 Profile draws on a comprehensive range of data sets that include the census demographics, the range of health data collected by the Victorian and National Governments, and wellbeing related data collected by specific agencies such as the Victorian Health Promotion Foundation and other specific research oriented statutory, academic or community based agencies.

Importantly, G21 takes a whole of life approach to the collection and analysis of data that span all dimensions of the determinants of health. This includes information on subjects as diverse as

population demographics, economic development, climate and rainfall, urban settlement, social disadvantage, education, community services, crime rates, property values and importantly, human health and wellbeing.

The production of the G21 Region Profile is driven by the staff of G21 under the guidance of a working group comprising representatives from the G21 Board, the five Council members and as necessary, expert assistance from relevant G21 member agencies.

A project brief is prepared and forms part of the required project 'tender' specification. The G21 procurement process includes

advertising, panel assessment, interviewing shortlisted companies and final appointment.

The G21 working group essentially operate as the 'Project Control Group' ensuring that the project meets the tender specification outcomes and milestones. Draft G21 Region Profile documentation is circulated to key stakeholder agencies for review and feedback prior to the final production of the formal documentation.

The final G21 Region Profile is then launched and promoted throughout the region to the G21 membership and other stakeholder interests across the range of policy and industry sectors.

OUTCOMES

G21 has commissioned the production of a G21 Region Profile every 5+years in order to provide a critical reference and resource for business, government and health and community-sector planning. The Profile is an invaluable underpinning guide to shape and inform the work of professionals and individual agencies as well as G21's advocacy on key priority projects and issues.

While many municipalities and regions across Victoria and Australia produce a demographic profile in one form or another, the G21 Region Profile is intentionally much more than the presentation and analysis of relevant data sets.

Importantly, the G21 Region Profile is designed to synthesize all relevant data then 'connect the dots' and present an evidence-based narrative or story for the individual municipalities and the G21 region as a whole. This is the real value in the G21 Profile as it prompts thinking about trends, comparisons, points of difference and emerging issues. As such, the Profile is the fuel for comprehensive and targeted 'place-based planning' and critical policy review.

The clearest example is the role the G21 Region Profile played in prompting the G21 Health & Wellbeing Pillar and the G21 Board to undertake a critical review of 'entrenched disadvantage' across the region.

The underpinning review of regional demographic data and other relevant data sets over the long term identified the 'place based nature' of many indicators of severe disadvantage. In the G21 region, the Profile highlighted that the most severe entrenched inequities could be traced to just four postcodes.

The demographic and health and wellbeing picture of the four postcode locations was presented to the G21 Board and this resulted in the establishment of the 'Addressing Disadvantage Taskforce'.

In turn, the strategic thinking and ideas stemming from this working group led to G21 commissioning a report, 'Addressing Disadvantage in the G21 Region - Using Place-based Investment Approaches'. This report identified international evidence and described place based best practice in responding to long term disadvantage then and applied this to the G21 region.

At this time G21 and the 'Give Where You Live' foundation formed a partnership to create G21 Opportunities for Work (GROW). Since this time GROW has evolved into a ground-breaking place based reform program.

More information is available in the G21 Region Opportunities for Work case study.



CASE STUDY: 'GROWING UP IN G21' – THE HEALTH AND WELLBEING OF CHILDREN 0 – 8 YEARS IN THE G21 REGION

DESCRIPTION

In 2010 the G21 Health & Wellbeing Pillar conducted a series of strategic planning workshops to identify options and reach agreement on the most important policy development priority.

The health and wellbeing of children across the region was determined as the highest priority for both planning and service provision.

In 2010 the Victorian Government release the Victorian Early Years Learning Framework based on an extensive literature review that indicated that:

- The early years are crucial in setting the stage for later life;
- Young children develop through their relationships with others;
- Children's development is shaped by the balance between risk and protective factors; and
- Supporting families effectively requires a comprehensive, coordinated family-centred service system.

CONTEXT

A national early years' learning framework was developed in 2009 by the Council of Australian Governments (COAG). This was a foundation piece that provide impetus for the 'Growing up in G21' report.

There was a keen sense in the G21 region that this report would provide a regional perspective that would add value to local government early years planning and to early years service provision.

Many parts of the region, particularly Greater Geelong, Surf Coast and Golden Plains were experiencing significant growth of families with young children and there was a concern that the demand for support services would soon be greater than could be provided.

METHODOLOGY

G21 undertakes its planning activities in a manner that is best suited to the strengths of the region and the G21 membership.

This means that priority projects may be produced and completed utilising a variety of methods that include:

- Procuring the work from an external expert under contract;
- Selecting a member agency (often one of the five Councils or a State Government Department) to complete the project;

- Utilising the efforts of multiple agencies and associated professionals to achieve the project components; and or
- Undertaking the project work in-house drawing on the professional knowledge and skills of G21 officers.

In this instance the 'Growing Up in G21' report was researched, written and compiled by G21 officers with targeted specific expert assistance as needed.

The report focused on the following key questions:

- Who are our children?
- What is the Family Picture?
- What do we know about our vulnerable families?
- How healthy are our children?
- How happy and safe are our children?
- How do our Children learn and participate?

SNAPSHOT	
Year	2010
Approach	Improving Integrated Health & Wellbeing planning
Key Stakeholders	G21's 5 Member Councils; Colac Otway Shire, City of Greater Geelong, Golden Plains Shire, Borough of Queenscliff & Surf Coast Shire Regional and local Child and Family service providers State Government Department representatives
Funders	Primary Care Partnership funding
Auspice	Not applicable
Publication	https://www.g21.com.au/sites/default/files/resources/growing_up_in_g21_2011.pdf
Key Contact	Director, Health & Wellbeing, G21

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

The project had a 'Project Control Group' (PCG) comprising senior representatives from all Councils, the then Department of Education and Early Childhood Development and a range of service providers. The CEO of Bethany Family Support was the chair of the PCG.

The design and broad sequence of the report began with the analysis and synthesis of relevant demographic data as well as more complex education and wellbeing data sets.

Where possible results were provided on a specific local government level although it was difficult to find this data for all areas. The final report includes a profile on each of the five municipal areas.

OUTCOMES

The final report provided a framework for each of the 5 municipalities to develop their early years' plans. The report was also designed in a way so that community agencies and state government departments could respond more effectively at a local level.

For specific local government authorities, particularly those experiencing significant growth in the early years' population cohort (Greater Geelong Surf Coast and Golden Plains), the report provided essential and effective data to inform and shape important Council decisions such as:

- Amendments to local planning schemes to enable efficient statutory planning decisions regarding new early years' centres;
- Increased investment by Councils in planning for and constructing new early years' centres;
- Developing partnerships with early years' service providers to ensure existing and new early years' services included a universal platform with specialised, targeted service provision as needed; and
- Examining the most effective governance and service provision models for new early years' centres.

The report also provided a regional planning and advocacy platform from which G21 was able to identify gaps and the G21 Health & Wellbeing Pillar was able to pursue more effective targeted strategies to assist its member agencies (both Councils and service providers).

Ten years later and in 2019 there has been a call to produce a revised report – although the intention had been to provide an update every 3 years this did not occur. Leaders in the early years sector believe it is time to gain a sense of the what has changed in the intervening years.





CASE STUDY: SPREADING THE MESSAGE – ABORIGINAL RECONCILIATION

DESCRIPTION

Spreading the Message is an innovative cultural arts based project designed to strengthen relationships between Aboriginal and non-Aboriginal People.

SCOPE

The first stage of the Spreading the Message demonstration project was undertaken at Northern Bay College in Geelong's northern suburbs, where students shared their stories through designing and painting timber bollards. The artwork illustrated the diversity of Aboriginal young people, their understanding of culture and their aspirations for connections to family and community.

The stories that they designed and painted on timber bollards are now significant pieces of public art that will open a dialogue between Aboriginal and non-Aboriginal young people in their local school community. Their art illustrates the diversity of Aboriginal young people, their understanding of culture and their aspirations for connections to family and community.

Listening and responding to the experiences and stories of Aboriginal young people is a fundamental part of building better relationships that break down stereotypes and discrimination and progress reconciliation.

This resource is available to help other schools and organisations in 'Spreading the Message'.

The second stage of the Spreading the Message demonstration project involved developing a resource kit, which includes a short book, a "How to" guide and video.

The second stage was designed to enable community and health and education

organisations duplicate the Northern Bay College pilot project, and successfully launch similar activities.

By listening and responding to the experiences and stories of Aboriginal young people, the project worked towards building better relationships that breakdown stereotypes and discrimination and progress reconciliation.

CONTEXT

Spreading the Message was a demonstration project designed to show how relationships between Aboriginal and non-Aboriginal young people in Australia can be strengthened.

The project responded to the 'Yarn About Youth Report' (2012). This report found that 90% of young people think that the relationship between Aboriginal and non-Aboriginal Australians is important.

Young people want to know more about Aboriginal history and culture. 81% of young people believe that students should learn more at school.

METHODOLOGY

The first stage of the Spreading the Message demonstration project involved trialling the following six steps.

Step 1: Finding the right Project Coordinator

SNAPSHOT	
Year	Stage 1: 2013-14 Stage 2: 2014-15
Approach	Enhancing social inclusion and improving access
Key Stakeholders	Wathaurung Aboriginal Cooperative and other Indigenous community agencies Transport Accident Commission Northern Bay College and other secondary schools across the G21 region G21 Geelong Region Alliance
Funders	Rory McCaffrey Reconciliation Collaborative Transport Accident Commission
Auspice	Not applicable
Publication	https://g21hwbpillar.com.au/spreading-the-message-resource-kit-aboriginal-reconciliation-2014-15 http://www.g21hwbpillar.com.au/sites/default/files/resources/spreading_the_message_booklet.pdf http://www.g21hwbpillar.com.au/sites/default/files/resources/fnl_spreaing_the_msg_web.pdf
Key Contact	Corrina Eccles, MOK-borreeyn bagoork Consulting on 0438 034 716

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

Step 2: Ensuring the project meets cultural needs

Step 3: Ensuring all key players have the same understanding of the project

Step 4: Developing a clear and flexible program outline and session plans

Step 5: Engaging an Artist

Step 6: Creating a safe cultural environment

The second stage of the project involved producing three valuable resources to inform, guide and enable community, education and health service providers to plan and develop new projects that would also achieve reconciliation through creative arts.

The resources included:

- A Spreading the Message How to Guide that detailed how to plan and implement the 6 steps trialled in the first stage. The How To guide also provided the content of a nine session program.
- A video that explains the Spreading the Message and telling stories about the demonstration project.
- A Spreading the Message booklet that tells the story of the young people, their participation in the program and the innovative art produced through the program.

OUTCOMES

The success of this unique project led to the development of a 'Resource Kit', which includes a short book, a "How to" guide and video. It was designed to enable other community and health and education organisations to duplicate this project, and successfully launch similar activities.

The Spreading the Message booklet showcases the stories of the young Aboriginal people involved in the project. It illustrates their experiences in daily life, their personal history and their vision of reconciliation.

The Spreading the Message How-to Guide demonstrates how easy it is to replicate a project like this. It outlines the steps required to create a similar project, as well as session plans for facilitators to duplicate.

There are no limits to duplicating the Spreading the Message Project.

It is not just for young people but for all ages and stages of life. It is not just for school environments, but all community spaces.

In the Spreading the Message' project, the artwork was displayed in a prominent position in the Northern Bay College grounds and was launched with significant assembly of the school community with many guests including extended family members and friends of the young people as well as many other representatives from community and government.

For new projects, the artwork could be displayed within services and organisations, on walking tracks and open spaces, in aged care facilities and residential care options for all ages – the possibilities are endless, but the message is the same!



SPREADING THE MESSAGE
Kai

APPENDIX



CASE STUDY: WORKING WITH US – FOR US: ENGAGING REFUGEES AND ASYLUM SEEKERS

DESCRIPTION

'Working with Us – For Us' is an important partnership that responds sensitively to the needs of refugees and asylum seekers with mental health issues in the G21 region.

SCOPE

In late 2016, the G21 Health & Wellbeing Pillar, Diversitat, Western Victoria Primary Health Network, Barwon, Child Youth and Family and Barwon Health (the collaborative) coordinated two workshops to map the complexities of providing mental health services for people from a refugee and asylum seekers background.

Service providers from the region participated in the workshops, using a 'systems thinking' approach to explore their experience and that of their organisations identifying the describing the strengths, gaps, barriers and blockages.

By building a shared understanding of the complexity of the issues and the system, opportunities to work collaboratively on identified leverage points were explored.

The workshops were facilitated by Deakin University and Victorian Transcultural Mental Health (VTMH).

CONTEXT

Using an experience-based co-design (EBCD) framework, local mental health service providers have collaborated with refugee and asylum seekers to co-design services that improved people's experience of services and quality of care.

Refugees and asylum seekers are at particular risk of developing mental illness, including post-traumatic stress disorder, depression and anxiety. They have often suffered trauma through the death or separation of family. Many find it difficult to adjust to life in a new country and often face hostility when trying to re-settle into new communities. Loneliness and grief are often key issues.

Through the EBCD, refugee and asylum seeker users of mental health services identified and prioritised what they have found to be the biggest barriers to accessing mental health services in the G21 region.

The process identified the following priority issues:

Issue 1: Language barriers - the need to rely on interpreters and difficulties understanding telephone interpreters;

Issue 2: Timeframes - slow procedures and processes to get referrals can have a further negative impact on their mental health;

Issue 3: Need for variety - medication is not enough, people need other strategies and activities to help them get well;

Issue 4: Information - new arrivals are not given the information they need about mental health services in Australia. Not enough information is given to community members and leaders about mental health so that

SNAPSHOT

Year	2018 and 2019
Approach	Enhancing social inclusion and improving access
Key Stakeholders	G21 PCP Diversitat Barwon Health Western Victorian Primary Health Network (PHN)
Funders	Give Where You Live Foundation G21 Member organisations G21 PCP funding In-kind support
Auspice	Not applicable
Publication	https://g21hwbpillar.com.au/sites/default/files/resources/final_-_ras_mh_workshop_report_web.docx.pdf
Key Contact	Director, Health & Wellbeing, G21

PRIMARY CARE PARTNERSHIPS - A KEY INGREDIENT IN THE HEALTH AND PROSPERITY OF THE G21 REGION

communities have a better understanding and can act to reduce stigma; and

Issue 5: Need for mental health front-line response - when an ambulance is called police are also called to assist someone with a mental health issue instead of a mental health professional or crisis team. There is no consideration of the potential fear Refugee and Asylum Seeker communities often have of people in uniform, in particular police officers. As a result, this can often escalate the issues.

These priorities were discussed by the whole group and recommendations developed as a group.

OUTCOMES

This project is now into its second year and has developed as a significant learning experience for all participants and stakeholders. The health services have been able to identify changes to their practice as well as having gained a greater understanding of cultural elements that they can use in future practice.

Service Providers have developed a series of recommendations to inform service provision changes that address and respond to the five identified issues, summarised above.

The Give Where You Live Foundation has provided \$30,000 to complete the project, while partnering agencies including the G21 Health & Wellbeing Pillar, Diversitat, Barwon Health, Western Victoria Primary Health Network, Barwon Child Youth & Family and CatholicCare, have committed significant time and resources.



G21 FREEDOM FROM DISCRIMINATION PROJECT

